

# INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVE.  
NEW YORK 17, N. Y.

January 26, 1945

Mr. Charles Neibel  
Princeton Broadcasting Service  
Princeton University  
Princeton, New Jersey

Dear Mr. Neibel:

The questions which you ask are difficult to answer. However, I will give you a rough estimate of the situation as it stands at the moment.

The following three contracts are now running on the IBS college radio stations: Helena Rubinstein, R.C.A. Victor, and General Electric. If Princeton had been included in the Victor contract, they would have netted \$1,000 for 1945. The General Electric contract would have netted WPRU \$250 per semester. Of course, Helena Rubinstein does not apply to Princeton, but women's colleges of your size received \$1755 per year on that contract.

The General Electric contract comes up for renewal March 1, and there is a possibility that WPRU may be included. The following presentations are now being considered by advertisers.

<u>ACCOUNT</u>	<u>NET INCOME</u>
Saturday Evening Post	\$500 per year
Gruen	\$35 per month
Spaulding	\$500 per year
Esso	\$1700 per year
Ronson	\$400 per year

I have no idea as to when or if these accounts will decide to use college radio in their budgets, however, they are all very much interested. Don't you think that WPRU can obtain a large amount of local advertising.

I am enclosing a statement by George Abraham, IBS chairman, given at the general hearing on frequency allocation, before the Federal Communications Commission. This statement should be of interest to your administration.

Please let me know if I can be of any further help to you in this matter.

Recd. 1-27-45 CDK-Phoned 1-26-45  
no ans.  
Ans'd. 1-30-45

Sincerely yours,

*Louis M. Bloch Jr.*

Louis M. Bloch, Jr.  
Business Manager

LMBJr/b